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COURSE BROCHURE

Oil Products Marketing and Commercial Fuel Accounts Training Course

2 – 6 August 2027
New York

Oil Products Marketing and Commercial Fuel Accounts Training Course

Ref: 1665_61051 **Date:** 2 – 6 August 2027 **Location:** New York **Fees:** 9500 GBP

Oil Products Marketing and Commercial Fuel Accounts is a 1-week training course for fuel marketing, sales and retail network professionals, built around a Fuel Portfolio Marketing Plan that each participant drafts for their own products and customers. Slimmer downstream margins, fleet electrification and tougher tenders from industrial buyers now force marketers to decide where every litre earns its keep. Jupiter Prime Training runs this oil products marketing course for commercial teams.

Why Oil Products Marketing and Commercial Fuel Accounts Matters Now

Three groups shape fuel marketing today: industrial and transport customers who tender supply contracts more aggressively, retail motorists who compare forecourt offers on their phones, and lubricant buyers who expect technical advice with every drum. Marketers who read these groups well protect contract volume and station income. The course draws on established marketing models such as the marketing mix, customer lifetime value and key account management.

Who Gains Most from Oil Products Marketing and Commercial Fuel Accounts

- Those setting product positioning and promotions for fuels and lubricants
- Those winning and renewing supply contracts with fleets, contractors and industry
- Those planning station network coverage, dealer terms and site performance
- Those preparing price proposals, discounts and credit terms for commercial customers
- Those tracking market share, competitor moves and customer churn

A downstream commercial unit that sends its retail, commercial sales and lubricants leads together gains most.

Oil Products Marketing and Commercial Fuel Accounts Capabilities

Each outcome links a fuel marketing method to a decision about customers, channels or margin.

- Segment fuel and lubricant customers by volume, usage pattern and service need — account coverage model
- Calculate account profitability after logistics, credit and rebate costs — commercial sales manager
- Weigh dealer-operated against company-operated station models — retail network planner
- Design a tender response for a fleet or industrial fuel contract — bid committee
- Build a competitor price and share monitor for key trading areas — marketing director
- Communicate a portfolio plan linking volume, margin and channel targets — downstream leadership

Key Oil Products Marketing and Commercial Fuel Accounts Terms

- Commercial fuel account — A business customer supplied under a negotiated contract rather than at the forecourt.
- Rack price — The posted wholesale price at a terminal from which commercial discounts and margins are calculated.
- Fuel card — A payment card that lets fleet drivers buy fuel at a network.
- Dealer-operated station — A forecourt owned or leased by the marketer but run by an independent operator under agreed terms.
- Customer lifetime value — The expected margin from a customer over the whole relationship.
- Unit margin — The earnings left on each unit of product sold after supply, freight and selling costs.

Oil Products Marketing and Commercial Fuel Accounts Day by Day

Day 1: Downstream Fuel Market Landscape

- Downstream Supply Chain From Refinery to Customer — Locating Where Marketers Add Margin
- Product Slate of Diesel, Gasoline, Jet Fuel and Lubricants — Matching Offers to Demand
- Demand Drivers and Fleet Electrification Trends — Forecasting Volume by Segment
- Competitor Mapping of Brands and Independents — Choosing Where to Compete
- Market Share and Volume Data Sources — Setting a Fact Base for Planning

Day 2: Customers, Segments and Positioning

- Fuel Customer Segmentation Grid — Allocating Sales Effort Across Accounts
- Customer Lifetime Value for Fleets and Industry — Prioritising Contracts Worth Defending
- Lubricant Technical Selling and Product Data Sheets — Building Trust With Maintenance Buyers
- Brand Positioning and Additive Fuel Offers — Justifying a Premium Grade
- Fuel Card and Loyalty Schemes — Retaining Drivers and Fleet Managers

Day 3: Pricing and Commercial Contracts

- Rack Price, Discounts and Rebate Structures — Protecting Unit Margin in Negotiations
- Cost-to-Serve Modelling for Delivered Fuel — Pricing Remote and Small Drops
- Tender Evaluation and Bid Response — Winning Fleet and Industrial Supply
- Credit Terms and Payment Risk — Balancing Growth Against Bad Debt
- Key Account Plans for Commercial Customers — Growing Share of Wallet

Day 4: Retail Networks and Channels

- Station Network Planning and Site Selection — Deciding Where to Open or Exit
- Dealer and Company Operating Models — Choosing Control Versus Capital
- Forecourt Non-Fuel Income and Convenience Retail — Lifting Earnings per Visit
- Distributor and Reseller Channels — Reaching Customers Beyond the Network
- Marketing Dashboards for Volume, Margin and Churn — Tracking Channel Performance

Day 5: Practising the Fuel Portfolio Marketing Plan

- Segmentation Case for a Mixed Fleet and Construction Market — Applying Day 2 Grid
- Contract Pricing Exercise With Rebates — Applying Day 3 Margin Methods
- Network Scenario Comparison — Applying Day 4 Operating Model Choices
- Peer Challenge of Volume and Margin Targets — Testing Planning Assumptions
- Fuel Portfolio Marketing Plan — Completing Targets, Channels and Actions

Applying Oil Products Marketing and Commercial Fuel Accounts After the Course

- Re-segment the top commercial fuel accounts using the lifetime value grid.
- Run a cost-to-serve review on small delivered-fuel customers and propose revised pricing bands.

Oil Products Marketing and Commercial Fuel Accounts Questions FAQ

What is oil products marketing and commercial fuel accounts work and why does it matter now?

It is the planning of how fuels and lubricants reach retail and business customers at a sustainable margin. It matters now because margins are thin, fleets are changing and industrial buyers tender harder.

Which roles gain most from oil products marketing and commercial fuel accounts training?

Fuel marketers, commercial account managers, retail network planners and lubricant sales staff gain most. Staff in aviation fuel and marine bunker sales also benefit.

How does oil products marketing and commercial fuel accounts differ from a fuel pricing and trading course?

It focuses on customers, channels and contracts rather than trading books and price forecasting. You work on segmentation, tenders and station networks instead of hedging and cargo arbitrage.

What do you bring back from oil products marketing and commercial fuel accounts training?

You bring back a portfolio marketing plan for your products. It sets segment targets, pricing rules, channel choices and account actions.

Oil Products Marketing and Commercial Fuel Accounts: The Way Forward

The Fuel Portfolio Marketing Plan first informs which commercial accounts to defend and which to reprice. Commercial sales managers, retail planners and marketing directors use it in quarterly planning. After the first tender season, the cost-to-serve assumptions and churn indicators deserve a fresh look, together with the balance between retail and commercial volume.